

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.9
F732 Pa

RADIO ADDRESS BY W. R. M. WHARTON, FOOD AND DRUG ADMINISTRATION
CHIEF, EASTERN DISTRICT, NEW YORK CITY
NOVEMBER 7, 1933 No. 1

Good Morning, my radio friends:

I am beginning this morning a new series of six radio talks. This is a resumption of my previous series in which I told the consumers of the nation how to read food and drug labels and how thereby to become careful, discriminating and economical buyers.

I have nothing to sell -- I am your Government representative. I am returning to the microphone in the interest of consumers alone, and this has been made possible by the splendid cooperation of the National Broadcasting Company and affiliated stations, which are furnishing their facilities without cost to the Government in order that I may tell you some very important facts about foods, drugs and cosmetics.

You will recall that I emphasized in my previous talks the consumer protection afforded by the enforcement of the Federal Food and Drugs Act. The Federal Food & Drugs Act was passed in 1906 and during the course of its enforcement more than 22,000 cases have been brought in the Federal courts involving many serious and sensational forms of adulteration of foods and drugs. I have been engaged in enforcing the Food and Drugs Act for more than 25 years, and I know that these actions have had a decidedly corrective result.

I know the conditions that existed in 1906 and I know the conditions that exist today. I am in a position then to tell you that the Food & Drugs Act has been efficiently and effectively enforced in the interest alone of the consuming public, and by reason of its enforcement, there obtains in the United States today a higher degree of purity with respect to foods and drugs than exists in any other country anywhere in the world. Moreover, the choicest selections of the world's food and drug supplies are gathered for United States delivery because the Food & Drugs Act operates to exclude the lower qualities. I do not want you to minimize the effectiveness of the present law. It has been effective. That is true. This law, however, was enacted a generation ago. Since 1906, there has been a tremendous increase in the population and in the commerce of the country. New industries have developed, insignificant ones have grown to important proportions. New abuses unthought of in 1906 have grown up in the food, drug and cosmetic trades, and some legal loop-holes have developed in the Food and Drugs Act by reasons of adverse court decisions; moreover, the penalties are inadequate.

You will recall that in my previous radio series, I repeatedly told you that the Food and Drugs Act does not in any fashion control advertising. I repeatedly told the consumers of this country to read labels and to guide themselves in their purchases by the labels alone. I repeatedly warned the public that when they found an advertisement exceeding in its claims of virtue the label statements for a food or a drug, to regard that particular product with suspicion. I repeatedly told the public that the present Food & Drugs Act

(over)

does not apply to cosmetics. On April 15, 1930, over a nation-wide radio chain, I talked specifically on "the limitations of the Food & Drugs Act," and defined those limitations.

You will recall that it was my practice in my previous radio series to tell you interesting stories of my personal experiences in enforcing the Federal Food & Drugs Act. I shall follow this same course in this new series, and this morning I shall tell you how a certain kind of chewing gum made dozens of innocent little tots, who had exchanged their precious pennies for it at the corner candy store, violently ill, and I shall tell you what your Government was able to do about it.

On the very next morning after the school children were made sick, your speaker assigned two inspectors to investigate. Within an hour, I had the report that the illness had been caused by chewing gum -- chewing gum labeled "Fruity Chews, The National Gum Co., Newark, N. J." Uncle Sam now has a duty to perform. The sale of the blameworthy Fruity Chews which had made the little children sick must be stopped. This is accomplished by a warrant and seizure. Later, a Federal judge pronounced judgment of destruction. This innocent looking chewing gum had been found to contain phenolphthalein -- a powerful drug, in violation of the Food & Drugs Act, because the label of the product bore no warning of the fact that the product was a drug instead of a confection; bore no statement of the fact that the product contained a laxative ingredient; bore no statement or directions which would limit its use to cases of need or the quantity to be employed; bore no warning of any kind.

Your Government is not through with this case. An inspector visits the National Gum Co., of Newark, N. J., and he finds that this company has been out of business for 2 or 3 years. He gets a lead, however, and this takes him to New York City, and here he finds that this particular transaction -- that is, the sale of drugged chewing gum as Fruity Chews -- was perpetrated by two individuals engaged in the salvage business. They had bought this material at a salvage sale of unclaimed freight. They, wishing to give respectability to their product, had somehow secured cartons belonging to the defunct but reputable National Gum Co., of Newark, N. J., and then packaged this product and shipped it to Boston, and made dozens of children sick. For what? For financial gain.

Of course, your Government was not through with this case after seizing the product in Boston. Your speaker gave instructions to find the man who were responsible and to prosecute them under the Food & Drugs Act. In short, my friends, this was done. Two individuals -- Philip Silvershein and Simon Epstein -- were brought into a Federal court in New York City. They did not fight the case. They knew that they had violated the law, and they knew that your Government was fortified with ample evidence to convict them if they had contested the case. They entered a plea of guilty to a violation of the Food & Drugs Act, and my friends, for a serious offense of this kind, these sellers of drugged candy to innocent children should have received a penalty commensurate with the seriousness of the offense, but do you know that it is impossible under the present Food & Drugs Act for a first offense for any court to assess a penalty in excess

of \$200, regardless of the nature of the offense? The penalty assessed in this case was \$25 for each defendant -- an unconscionably small amount of penalty to pay for causing the illness of children, either yours or mine.

In the enforcement of the Food & Drugs Act, the inadequacy of penalties provided has been a decided handicap in adequate protection of the public health and the public welfare.

The Department of Agriculture has frequently recommended amendments to this law to correct its deficiencies and extend its terms so as to give fuller consumer protection, and I have today for the homemakers of the nation some perfectly splendid news. The Department of Agriculture has drafted a new Food and Drugs Act, and this new bill was introduced in the late days of the last session of Congress by Senator Copeland of New York. It is known as Senate Bill No. 1944. This bill is intended to extend and strengthen consumer protection in the food, drug and cosmetic fields. It is a consumer's measure. It has received the approval of the President. It is a part of the new deal. It will come before the next session of Congress for consideration. I shall give you a summary of this bill today, and in subsequent talks I shall tell you how it applies specifically to advertising, cosmetics, patent medicines and the forms of deception and cheating which now exist in some branches of the food, drug and cosmetic fields. I shall tell the American people facts -- nothing but facts -- and some of these will be so startling as to arouse a very proper indignation toward that small percentage of business men in the food, drug and cosmetic industries who, for the sake of profit, are cheating and poisoning the American people.

If the Congress enacts Senate Bill No. 1944 into law, it will provide for Federal control of advertising of foods, drugs and cosmetics and will require newspaper, magazine, radio and all other forms of advertising of such products to be true and not to mislead the public. It will prohibit the sale of dangerous cosmetics and will require all cosmetics to be truthfully labeled and truthfully advertised. The measure will authorize the Secretary of Agriculture to establish standards and quality grades for foods, such standards having the force and effect of legal standards. It will authorize the Secretary of Agriculture both to prohibit and drastically limit substances in foods which may be injurious to health. The bill will require foods to be plainly labeled with a statement showing the common name of the food and its quality standard, or all the component ingredients in the order of their preponderance. It will require label and advertising statements claiming nutritional value for food products to be literally true. It will prevent the sale of candy containing prize embedded metal objects, so often swallowed or aspirated by our kiddies with disastrous results. It will prohibit the sale of drugs to the public which are dangerous when used according to their own directions. It will prevent the advertising or labeling of drug products with impossible claims for their curative value. It will require drug products which contain narcotic and hypnotic substances to be labeled with a warning that the products may be habit-forming. It will require drugs other than standard ones to be labeled with the name and quantity of each medicinal ingredient contained therein. It will prevent either direct or indirect misrepresentation by label or advertisement of the therapeutic value of patent medicines. It will

require products labeled as antiseptics to be really antiseptic when used according to directions. It will provide for quantity of contents statements on drug labels as well as food labels. It will prohibit the packing of food, drugs and cosmetics in any manner which may be deceptive, and will outlaw all manner of deceptive packages, including slack filled and deceptively shaped ones. It will provide a means for control of sanitary conditions of manufacture, processing and packing of food, drugs and cosmetics. It will require fully informative labels on foods, drugs and cosmetics. Larger penalties for violation, penalties which will act as an effective deterrent, will be provided for. It will make the officers of corporations responsible for their acts which involve a violation by the corporation.

All of these things will come to pass if the Congress enacts the revised Food & Drugs Act known as Senate Bill No. 1944.

Next week I shall tell you some very startling things about cosmetics; facts that you should know in your own protection, in the protection of your own health and the health of your family; facts you ought to know if you are to become intelligent label readers and therefore careful buyers. You may secure copy of the talk and other printed information on the new Food & Drugs Act by addressing W. R. M. Wharton, 201 Varick Street, New York City, and you may see exhibits from the chamber of horrors, illustrating the need for this law, by visiting any one of the Department of Agriculture's laboratories located in the large cities throughout the country.

1.9
F732 Pa
RADIO ADDRESS BY W. R. M. WHARTON, FOOD AND DRUG ADMINISTRATION
CHIEF, EASTERN DISTRICT, NEW YORK CITY
NOVEMBER 21, 1933 No. 2

My radio friends, I am your Government representative. - ~~I have~~ been engaged in the enforcement of the Federal food and drugs act for more than twenty-five years. This is my second talk in a new series to tell you more about how to read food, drug, and cosmetic labels in order that you may become intelligent buyers. I am emphasizing the advantage to you of learning to read labels intelligently and critically.

My subject today is "Cosmetics." What I shall tell you will be startling. - It will be sensational. - Everything that I say, however, will be true. You may believe every word.

Last week I told you that the Federal food and drugs act is efficiently enforced and in so far as its provisions apply, is effective in safeguarding the American food and drug supply. I told you however that this law, having been passed in a previous generation, is inadequate to furnish full consumer protection in an age when the march of time has brought about so many changes in science and commerce. I told you the perfectly splendid news that the Department of Agriculture has prepared, the President has approved, and the next session of Congress will consider a new food and drugs act which will extend consumer protection to forms of cheating and poisoning which the present law does not cover.

What I shall say will apply to those classes of cosmetics which contain poisonous ingredients and which may be dangerous to the health of the users. I intend no sweeping condemnation of cosmetics. There are many high-grade manufacturers of these preparations who safeguard their products with a high degree of scientific care. The majority of cosmetics are innocent aids to a lovely and pleasing appearance. It is about the dangerous cosmetics alone that I shall tell you. Some time ago a young lady came into my office, her face, neck and arms were red, raw and blistered. She was suffering from an extreme case of dermatitis. She handed me a jar of face cream which she said she had bought from a local drug store and had used it on her face, neck and arms, according to directions, to remove freckles, with the result that the product had poisoned her skin, setting up a very severe inflammation. She said that she had come to report her experience so that the Government could stop the sale of this article and thereby prevent the poisoning of other girls in the same way that she had been poisoned. I told the young lady that we would make an immediate investigation and this we did. We found that this product was a cream containing ammoniated mercury, a very poisonous substance, particularly when applied to the skin of individuals who possess an intolerance or idiosyncrasy toward that particular chemical substance. - But nowhere on the label of this cream was there any statement which would permit it to be classified as a drug, and therefore make it subject to the food and drugs act, and even if there had been, there is no authority under the present food and drugs act to prohibit the sale of poisonous cosmetics.

On September 29, 1933, the New York American carried a news article saying that Miss Vivian Hart, the actress, had filed a suit against the

Othine Laboratories, Inc., claiming \$25,000 damages because she alleges that Othine, a freckle remover put out by the Company caused blisters, burns, and disfigurement.

There are a number of freckle creams now being sold which contain mercury, and which are capable of doing great damage to the users. There is nothing that your Uncle Sam can do to prevent their sale under the present law.

Now, my friends, the present law does not authorize the Federal Government to exercise any control whatsoever over cosmetics unless they are also drugs, and then only in a limited way. When the present law was passed, the cosmetic industry in this country was of insignificant proportions and the items sold were very limited in number. There was soap for cleansing - talcum powder mostly used secretly to take the shine off of the nose - and rouge for the circus performer and chorus girl alone. At that time there were few evils in the cosmetic industry, few evils involving the health and general economic welfare of the people. There was little need then for regulation of cosmetics. - Today a generation later, conditions have changed. The cosmetic industry has grown into tremendous proportions, aggregating more than two hundred million dollars annually and the number of items sold runs into the thousands. Conditions have crept into some corners of this industry which are inimical to the public welfare - I do not wish to be understood as condemning all cosmetics, for the truth is that most of them are safe. On the other hand, the truth is that a few cosmetics are extremely dangerous. The truth is that a few manufacturers of cosmetics mislead the public with false label promises of benefits which their preparations cannot possibly perform. There are a few manufacturers who employ potent poisons and dangerous drugs and chemical substances in their products, and some of these are ignorant of the dangers of their own concoctions, while others, though aware of the possible injury that may result to innocent purchasers lull their consciences to forgetfulness with their bookkeepers' balance sheets.

The preparations most likely to contain dangerous ingredients are hair dyes, hair tonics, dandruff removers, hair beautifiers, freckle removers, skin peelers, skin bleaches, and depilatories. I propose to tell you the names of the dangerous substances which these preparations may contain:-

Hair tonics, dandruff removers, scalp treatments and hair beautifiers may contain arsenic compounds, salicylic acid, resorcinol or cantharides. Any one and all of these substances are capable of causing skin poisoning of a serious nature. At the present time there is no requirement that these substances be declared on the label. Some labels disclaim them, but such disclaimers are not always complete, sometimes they are not even true. Then too, the label which disclaims one or more of them may indicate the presence of others only by failing to disclaim them.

If they are really effective many freckle removers, skin peelers, bleaches and whiteners are inherently dangerous. These preparations may contain ammoniated mercury, corrosive sublimate (a mercury compound), carbolic acid, arsenic compounds or salicylic acid, any one of which may prove injurious to those with a tender skin or those who possess a peculiar susceptibility known as an "idiosyncrasy or allergy. The ingredients named

act by setting up inflammation which removes the outer skin. You will use preparations containing these ingredients at your peril. Many cases of acute and chronic skin poisoning have been caused by their presence in cosmetics of this sort.

Depilatories, now so extensively sold, in the main owe their properties of hair removal to such ingredients as sodium, potassium, calcium, and barium sulfide. These are not always innocent and safe to use. In some cases they produce irritation of the skin.

Another substance which has been used for hair removal purposes is thallium acetate. It has long been known that this substance is extremely poisonous. Depilatory preparations containing thallium acetate are usually made up as creams or pomades and are sold under fanciful names. One such product was sold under the representation that it would kill the roots of the hair and that it was safe to use and beneficial to the skin. - Such representations are false, for preparations containing thallium acetate are really very dangerous and they should not be used by the public for depilatory purposes because they may and do produce results disastrous to the users.

There is a concern in New York now in bankruptcy which sold a product for superfluous hair removal purposes called "Koremlu." This product contained about 5% of thallium acetate. A metropolitan newspaper reported at the time of bankruptcy proceedings that the listed liabilities of the Company amounted to \$2,448,775. and that these liabilities consisted chiefly of damage suits filed by users who had been injured by the product. Cases of serious poisoning from the use of Koremlu were reported as having occurred widely throughout the country. Some of the doctors attending such poisoning cases reported on their patients and the Journal of the American Medical Association published some of these reports of patients poisoned by Koremlu in Savannah, Boston, Baltimore, Philadelphia and Brooklyn. Let me quote from reports made by these doctors:

One doctor said: "About two weeks ago her cranial hair began to come out rapidly and now she has not over 100 hairs left. These hairs form a fringe at the nape of the neck and look as if their time is short."

Another doctor said: "I am interested in the cream known as Koremlu. People who are using it are experiencing pains appearing to be muscular in nature."

Another said: "Patient (after using preparation) had a severe nervous breakdown. She gradually observed a loss of hair on the scalp. There then developed pains in legs and weakness and likewise neuritic pains in the arms. There now exists multiple neuritis with considerable weakness in the lower extremities, and loss of 7/8 of the hair on the scalp."

Hair dyes, in general, are a very dangerous class of preparation, particularly to individuals who possess peculiar susceptibility or allergy to any of the several ingredients which go to make up their composition. The labels of such preparations never tell you the nature of the ingredients and never warn you that their use may be attended with danger, but you should know that if you use hair dyes you run the risk of skin poisoning.

Hair dyes fall into five types:

First: The type which contains aniline dyes- these are perhaps the least dangerous, but even these are capable of causing acute skin irritation.

Second: The type which contains lead compounds, usually with sulphur. These sometimes cause serious cases of local and systemic lead poisoning. Lead absorbs slowly and accumulates in the system, resulting in chronic lead poisoning, manifested by mal-nutrition, painful joints, abdominal tremors and sometimes convulsions.

Third: The type composed of ammoniacal salts of silver. Continued use of hair dyes containing silver may cause argyria, a permanent bluish-black discoloration of the skin and mucous membranes, produced by the absorption of silver.

Fourth: The type which contains pyrogallol. Continued use of hair dyes containing pyrogallol may result in the absorption of pyrogallol producing severe inflammation of the skin and in some instances acute kidney inflammation, difficult breathing and sometimes convulsions, collapse and death.

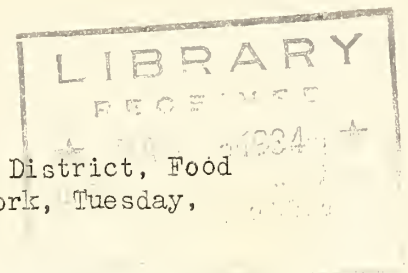
Fifth: The para type of hair dye, one in which an amine dye is used. These usually contain paraphenyline diamine or paratoluene diamine. Both of these substances are extremely dangerous and a great many cases of poisoning have been reported as resulting from the use of hair dyes containing them. In a case recently reported, a very young lady used one of those substances to dye her eye lashes with the result that she is now totally blind.

Now, my friends, let me ask you, has any manufacturer any right for the sake of profit to sell you a hair dye without telling you that its use may result in serious physical injury to you, if this is the case? Has he any right to mislead you into believing that a product is safe to use when it is dangerous? Has he any right to withhold from you the nature and composition of such an article or the fact that it contains dangerous chemicals? Has any one any right to carry on a business which is inimical to the welfare of the public? The new food and drug bill - The Copeland bill - says No. It says the public welfare is infinitely more important than for a few manufacturers to make money by peddling peculiar poisons to people. It is fair to ethical manufacturers, whose interests now are injured by the impairment of public confidence following upon injuries wrecked by poisonous cosmetics.

The Copeland bill will prohibit the sale of any cosmetic which may be dangerous when used according to its own directions. It will authorize the Secretary of Agriculture to limit or eliminate any substance from cosmetics which may be dangerous to health and will require cosmetic labels and all cosmetic advertising to tell the truth, and nothing but the truth.

If this bill is enacted into law, label readers, then you will be able to read labels on cosmetics with a complete understanding of the nature of the products you buy. You may secure printed copy of this talk and other information on the proposed new food and drugs act by addressing W.R.M. Wharton, 201 Varick Street, New York City, or you may see the exhibits graphically portraying poisonous and fraudulent articles sold on the market today by visiting any one of the laboratories of the Food and Drug Administration, U. S. Department of Agriculture, located in the large cities of the country. I will be with you this same hour next Tuesday when I will talk about advertising.

Food and Drug talk No. 3



For delivery by W. R. M. Wharton, Chief, Eastern District, Food and Drug Administration, over radio station WEAJ, New York, Tuesday, November 28, 1933.

GOOD MORNING MY RADIO FRIENDS:

This is my third talk in a new series of six broadcasts intended to furnish to the consumers of the nation facts about foods, drugs, cosmetics and their labels, in order that the homemakers of the nation may become intelligent label readers, and therefore, discriminating buyers. In the first talk in this series, I gave you the good news that the Department of Agriculture has prepared, with the President's approval, a new Food and Drugs Act. This bill was introduced in the late days of the last session of the Senate by Senator Copeland. It is known as Senate bill #1944 and will come up for consideration in the next Congress. While the present Food and Drugs Act has afforded a large measure of public protection and has brought about a high standard of purity for foods and drugs in the United States, its terms are not sufficiently extensive to furnish consumer protection against forms of fraud and practices inimical to public health and public welfare which have developed since 1906 when the present law was passed. I have already given you a summary of the provisions of the new bill. I have told you that it will bring truth to all advertising of foods, drugs, and cosmetics, and fully informative labeling. This will permit buyers to know precisely and fully the nature, quality and quantity of articles bought.

I have told you the composition of dangerous cosmetics and how some of them are blinding and permanently disfiguring people who use them. The new law will stop this if it is enacted. I have told you what this country needs most today is to remove the charlatan from the ranks of advertisers and protect honest advertisers, advertising media, and consumers, and that the new Food and Drugs Act will do so.

Today I am going to talk about patent medicines and patent medicine labels. I intend no condemnation of the patent medicine business as a whole. I am not opposed to all self-medication. There are a great many products which are useful as home treatments for simple ailments and as first aids. There are many drugs which are palliatives and aids in treating disorders, and some that are useful in the relief of pain, but practically all have very decided limitations. Many are worthless. Some are dangerous. In what I say today I shall refer to the nostrums, to ineffective and worthless patent medicines, to the falsely and fraudulently labeled and advertised patent medicines. In my previous radio series, I repeatedly said that the present Food and Drugs Act which prevents false and fraudulent curative label claims, does not apply to advertising. Since the advertising of patent medicines has been under no specific restraint, manufacturers may and do make wilfully false claims of curative value in newspapers, magazines, on the radio, in pamphlets, booklets and the like. What is the result? The people are led to buy before they even see the label. They purchase expecting to receive curative benefits which the advertisements falsely

(over)

promise, and they waste their money. They do more than waste their money; in many cases, relying on worthless patent medicines, the individual suffering from a serious disease delays rational treatment until it is too late.

Prior to 1913 the label on one well-known patent medicine promised a cure for essentially all diseases to which woman is peculiarly liable. In 1913 this company was prosecuted for violation of the Food and Drugs Act. In this case the Government alleged that the curative claims made on the label were false and fraudulent. Did the company putting out this product defend itself? It did not. When brought into the Federal Court the company entered a plea of nolo contendere which means that they had no defense to make. After being fined in that case, they changed the label -- and what does it now say? The label now reads "Recommended as a vegetable tonic in conditions for which this preparation is adapted." That is all. That is the only recommendation made on the label. How do we learn for what conditions the preparation is adapted? We look to the advertisements of the product. Remember under the present law the advertising is not under the restraint that the label is. The buyers of the article learn for what conditions the preparation is adapted by reading the advertisements and here they get many of the old false and fraudulent curative promises that formerly appeared on the label. If the proposed new Food and Drugs Act becomes a law, such false advertising will be outlawed, and ethical advertising will come into its own.

The American public should know that the value of medicines in the cure of disease is decidedly limited and for the more serious diseases, patent medicines are absolutely worthless. What does it avail a sufferer of cancer or a person in an advanced stage of tuberculosis or one suffering with diabetes to guzzle concoctions and to anoint themselves with liniments prepared by blacksmiths, shirt salesmen, clerks, and others wholly ignorant of the science of medicine? Nothing. Worse than nothing, for while using such preparations, the patient is losing valuable time when he might be receiving rational treatment. The sale of patent medicines for self-medication for tuberculosis, cancer, diabetes, and other incurable conditions will be prohibited if the revised Food and Drug Act is enacted into law by the Congress.

I have told you that when you buy patent medicines advertised for the treatment of serious diseases, you may be relying on blacksmiths, clerks, shirt salesmen, or race horse chambermaids to cure your diseases. Some of the patent medicines on the market were originated and are now sold by such individuals. That is true. Let me be specific. There was a product which was sold up to about a year ago for the treatment of tuberculosis, pneumonia, and other serious diseases. This product was a liniment composed essentially of ammonia, turpentine, water and egg whites. It was originated by two men who were race track followers and was used as a horse liniment. One of the originators of the formula sold it to a former stenographer and he put the product on the market as a cure for human tuberculosis. During the course of marketing this product, he used a lot of pseudo-scientific jargon to persuade tuberculosis victims to part with their money. The tuberculosis victims rubbed the liniment on their chests and the manufacturer raked in the money, as much as \$367,000 in one year alone and the victims received no benefit -- none at all. In fact many of them died of this terrible disease. It took the U. S. Govern-

ment ten years to put this worthless tuberculosis remedy out of business. This because it was extremely difficult to prove fraud -- to prove that the manufacturer knew he lied when he claimed his worthless product was a remedy for tuberculosis. The nostrum was finally declared to be worthless and its sale declared to be a fraud in the Federal Courts in Baltimore, in 1932. It seems almost impossible to believe that such a thing as this deception of the pitiful sufferers from tuberculosis could happen in this enlightened age. But my radio friends, these are facts.

A Pittsburgh shirt salesman, decided to go into the medicine business. He made a product which he sold for the treatment of diabetes. It is composed essentially of the extract of a common weed known as horsetail. The maker sells it for \$12.00 a pint for the treatment of diabetes. In the trial of the government's case brought in Pittsburgh recently, eminent diabetes experts testified that this concoction is worthless in the treatment of diabetes. The government lost the case because under the present law it is necessary for the government to prove not only that the label is false but also that the manufacturer knew it was false. Under the new law, if it passes, such worthless nostrums cannot be labeled or advertised for the treatment of diabetes at all and besides it will only be necessary in order to make a case for the government to prove that a label is false in that it is contrary to the general agreement of medical opinion.

Do you know that potassium iodide is a substance which has the tendency of causing persons with arrested cases of tuberculosis to redevelop into active and acute tuberculosis victims? Well that is true. And it is equally and damnably true that potassium iodide is sold indiscriminately in many kinds of patent medicines. Do you know that cinchophen is a very dangerous substance that may cause atrophy of the liver? The Mayo Clinic, in Rochester, Minnesota, recently reported five fatalities due to cinchophen. Even so, cinchophen is now freely sold and freely used without restraint in medicine preparation. If the new Food and Drugs Act passes the Congress, preparations containing these substances and those containing dangerous radium salts, and dangerous thyroid gland extracts which have injured the health of so many women, will be barred from sale, for the new bill provides that medicines which may be dangerous when used according to their own directions shall not be sold to the public. Wouldn't this be a perfectly wonderful protection of the public health?

Do you know that some of the many slaves to the drug habit in this country have become addicts through the unwitting use of medicine containing habit forming drugs? Well, that is true. There are many. The new Food and Drugs Act, if it is enacted into law, will require medicines containing narcotic or hypnotic substances to be plainly labeled with a warning notice telling the user that the product may be "habit forming."

This is not all that will be required of medicines to permit the people to guide themselves in their purchases by what they find on labels. The labels will be required to give the name and quantity of each and every medicinal ingredient contained. Besides this, if the name of any disease is given on the label, and the product is not a cure for that disease, it will have to be labeled "Not a cure, only a palliative." If Senate Bill

No. 1944 becomes a law, there will be no more false promises of cures when cure is impossible. There will be no more pseudo-scientific bunk peddled to mislead the public. There will be no more lying patent medicine advertisements. There will be no more fake testimonials used to exploit and sell nostrums; there will be no more misleading nostrum slogans. There will be no more fraudulent bombastic language employed in the sale of patent medicines and the patent medicine manufacturers' almanacs will have to confine themselves mostly to lunar observations. The blacksmiths, carpenters, day laborers, clerks, and advertising agencies will find it difficult to go into the business of defrauding the sick.

Isn't this a perfectly splendid piece of news that I am bringing to the label readers of the nation in this series of radio talks? All of these things will become realities if the Congress passes the Senate Bill No. 1944. You may secure additional information about this bill by writing Mr. W. R. M. Wharton, United States Department of Agriculture, New York. If you wish to see exhibits illustrating graphically the consumer protection which the measure will give, you may do so by visiting any one of the Food and Drug Administration's laboratories located in many of the big cities of the country. I will be with you again at this same hour next week when I will tell you some very interesting and startling facts about our national Food and Drugs Act.

#####

19
F-7328

SAFEGUARDING YOUR FOOD AND DRUG SUPPLIES

U. S. D. A.

Talk No. 4

A radio talk by W.R.M. Wharton, Chief, Eastern District, Food and Drug Administration, broadcast over the red network of the NBC chain Dec. 5, 1933.

-0-

Good morning my Radio friends:

This is my fourth broadcast in a series of six talks in which I am telling you many important facts concerning foods, drugs, cosmetics and their labels, in order that the consumers of the nation may become intelligent label readers, and, therefore, discriminating buyers.

I have already told you that the Federal food and drugs act is efficiently enforced and insofar as its provisions apply, it is safeguarding the food and drug supply and protecting the American people. I have told you, however, that this law having been enacted in a previous generation is inadequate to furnish full consumer protection in an age when the march of progress has brought about so many changes in science, commerce and industry. I have told you that the present food and drugs act does not apply to cosmetics; not even to such vicious things as a poisonous eye lash dye, which at this very moment is blinding people who use it.- Does not prohibit the sale of poisonous medicines now being used by many in ignorance of their danger.- Does not prohibit false advertising of foods, drugs, and cosmetics.

In my previous radio series, I repeatedly said that the present Food and Drugs Act which prevents false and fraudulent curative label claims, does not apply to advertising. Since the advertising of patent medicines has been under no specific restraint, manufacturers may and do make wilfully false claims of curative value in newspapers, magazines, on the radio, in pamphlets, booklets and the like. What is the result? The people are led to buy before they even see the label. They purchase expecting to receive curative benefits which the advertisements falsely promise, and they waste their money. They do more than waste their money; in many cases, relying on worthless patent medicines, the individual suffering from a serious disease delays rational treatment until it is too late.

I have told you the good news that the Department of Agriculture has prepared with the President's approval a new food and drugs act and that this has already been introduced into Congress by Senator Copeland as Senate Bill 1944; that it will come up for consideration in the next session of Congress, and if this bill is enacted into law, American homemakers will be protected against these abuses.

Today, I shall talk specifically about advertising of foods, drugs, and cosmetics.

I intend no sweeping or inclusive condemnation of advertising. Advertising when conducted properly is of advantage to the seller and buyer alike. There are many newspapers and magazines whose publishers keep control of

(over)

advertising copy and refuse all advertising they find to be fraudulent, misleading and doubtful. In my comments today let me repeat, I am emphatically not attacking advertising in general, but only misleading, fraudulent, lying, and cheating advertising. When this is swept away, honest, helpful advertising will be able to give buyers and sellers more service.

The present food and drugs act regulates the labels of foods and drugs. Its enforcement has eliminated much of the hokus-pocus that formerly was used on labels to attract buyers. However, false and deceptive lures to credulous buyers have not disappeared. They have been transferred from the label to the second-rate newspapers, the second-rate magazines, the second-rate radio stations, bill boards, street car cards, and almanacs.

Here, directly and indirectly, by assertion and by inference, the old-time bullyboo plus new tricks of the business of writing powerful selling copy are being used to overcome what the supersalesmen call sales resistance, but what I call the inherent common sense of the people.

Modern advertising has developed into one of the most powerful forces in our civilization. When rightly used, it is a beneficial force. When wrongly used it is a harmful force. The quarrel of the Government is not with advertising as a social and economic force, but with fraudulent, harmful uses of that force. What right has an advertiser to scare you into buying a product that is harmful? I think when he does he transcends all the rules of decency. I think ethical advertisers and the honorable men operating newspapers and radio stations feel the same way. I think they know that when the cheat and chiseler in food, drug and cosmetic advertising are curbed, the honest advertisers, and the advertising mediums will gain tremendously in influence, and power for good. The fact that this network of broadcasting stations has been made available for my talks, and that some newspapers have already given active, intelligent support to the Copeland bill, shows that publishers and broadcasters will give readers and listeners a chance to know the issues involved.

Now let me give you some illustrations of a few of the things that are going on today in the advertising of foods, drugs, and cosmetics, and that would be stopped by the Copeland bill.

I recently came across an advertisement headed, "Thin girl gains twelve pounds in four weeks." Accompanying this was a two-picture illustration, one showing a painfully thin looking young lady, and the other beside the first showing a plump, well-rounded, attractive miss. Both girls had the same face. This ad illustrated by the two pictures was intended to influence thin girls to believe that the product advertised would make them plump as it was supposed to have made the girl in the illustration. Close scrutiny of the two-picture illustration showed the thin girl picture to be a piece of photographer's artistry, and a visit to the photographer confirmed this fact: The photographer made the two pictures from the same model at the same time. One he retouched to represent a thin, scrawny girl. The other represented the artist's model as she really looked. The ad was a fake. The medicine was worthless for the purpose of making thin people plump. This piece of trickery had serious aspects. If a person in an emaciated condition should be led by the fake "before and after" illustrations and the text of the advertisement to depend upon this product to regain weight and health, she would lose more than money. She would

lose time that might be spent in regaining health and weight by correct diet, medical treatment, and exercise, scientifically prescribed.

This sort of advertising fraud often occurs in the cheap magazines today. If the Copeland bill becomes a law, it will disappear, and honest advertising will again claim your confidence and lead you to buy honest goods.

Many advertisements of foods, drugs, and cosmetics employ inferential or suggestive methods to lead the prospective consumer to believe that products have specific qualities. Let us see how this trick works: When you see a street car ad reading "Pyorrhea does not develop suddenly" and under it the statement that such and such a dentifrice "protects your Teeth and Gums", what do you understand the advertisement to mean? Isn't it suggested to you that the toothpaste advertised will prevent pyorrhea? It is true that pyorrhea does not develop suddenly, but what has that got to do with the use of a particular toothpaste? No toothpaste will prevent, delay the development of, or cure pyorrhea. If the new food and drugs act is enacted, false advertising by inference will not be permitted, and honest advertising will again guide buyers.

Recent investigations of vitamins and other food accessories have greatly extended our knowledge of nutrition as affected by underlying influences on metabolism and much publicity has been given to these discoveries with the result that the public fancy has been captured:- When everyone, including the man in the street begins to talk about a new scientific discovery, the time is ripe for the vultures of the business community to take advantage of the public's interest and misconceptions. We now see many advertisements attributing special vitamin qualities to all manner of products with exaggerated claims of health giving qualities -- at the same time the consumer is led to believe that his ordinary diet is woefully deficient in the vital substances, vitamins. Many of the products so advertised are just ordinary foods - cereals - fruit juices, and the like. They are wholesome, but they are of no greater value in vitamin content than many other foods. If you take a properly varied diet and plenty of sunshine you will get all the vitamins you need anyway. Health food advertisements make absurd curative claims such as? "Valuable as a nerve builder," "A red blood food", "For constipation, thus relieving much indigestion and appendicitis." There is a product made of dried ground vegetables. It has some food value and is honestly labeled, for the present pure food law requires labels on foods to be honest but in an advertising booklet put out by the manufacturer the product is held forth as a treatment for more than twenty diseases ranging from anemia and arteriosclerosis to stomach ulcer and tuberculosis. These are false and misleading and such deceptive advertisements will not be permitted if the new food and drugs bill is enacted into law. On the other hand, the new bill aims at no interference without honest advertising. When and if it passes, you may depend upon the truth of advertising statements, and govern your buying by them. As you now may govern your buying by the statements on the label.

The new food and drugs act about which I have been telling you will prohibit, if Congress passes it, misleading and deceptive advertising of foods, drugs and cosmetics. This will result not alone in consumer protection, but it will also benefit ethical advertisers and advertising mediums, since unfair

competition will be removed and the public confidence in advertising will be restored. Why then, do some interests oppose the bill? I leave the answer to your own sales resistance.

You may secure copies of my talks and other printed information on the proposed new food and drugs act by addressing Mr. W. R. M. Wharton, 201 Varick St., New York, N.Y. - I will be with you at this same hour next Tuesday when I will tell you many interesting and important facts about foods. -

1.9
F732Ra

SAFEGUARDING YOUR FOOD AND DRUG SUPPLY - No. 5

A radio talk by W. R. M. Wharton, Chief, Eastern District, Food and Drug Administration, broadcast by Station WAAF, and associate WPC stations, Tuesday, December 12, 1933.

--ooOoo--

Good morning, my Radio Friends:-

This is my fifth talk in a new series of six broadcasts in which I am telling consumers many important facts concerning foods, drugs, cosmetics and their labels in order that the homemakers of the nation may become intelligent label readers and, therefore, discriminating buyers.

The enforcement of the Federal Food and Drugs Act has given a large measure of protection to the public. Insofar as its terms apply, it has been effective in preventing adulteration and misbranding of foods and drugs. The result is that the food and drug supply of the United States has achieved a high degree of purity. That is true, but the terms of this law are inadequate to cope with many commercial practices inimical to public health and public welfare which have developed since 1906, the date when the present law was passed.

In previous talks in this radio series I have told you that the present Food and Drugs Act does not apply to cosmetics, not even to vicious cosmetics which are responsible for many serious forms of skin poisoning. I have said that the law does not apply to advertising. Its enforcement has eliminated false statements from labels but many of these statements have only been transferred to certain advertising media with the result that the public is still being misled and defrauded. I have told you that the present law does not prohibit the sale of dangerous medicines nor sufficiently regulate falsely labeled, fraudulent, and worthless ones. Today, I am going to discuss the advantages to consumers of fully informative labeling of foods.

In my previous radio series I pointed out specifically that because the terms of the Federal Food and Drugs Act are principally negative in character, the labels of foods and drugs are not fully informative since they do not give buyers full information needed for the most intelligent and economical purchases. The present law requires label statements to be true and requires a statement of the quantity present. It does not require any label declaration of the name, quality, kind, grade, standard, extent of fill, or condition of the food. In the case of a limited class of hermetically sealed canned foods only, those below a minimum standard are required to bear a specific label. They must be labeled "Below U. S. Standard Low Quality But Not Illegal." There is only one quality standard and this is a minimum standard. The result of this limitation is that any grade of standard canned food may be labeled, viz:- peaches, or peas, or tomatoes, or cherries, as the case may be; this regardless of relative quality or value. If authority was available to establish legal standards and quality grades and to require label statements of the name of the article, its standard and grade on each can or package of food, then the consumer would have the means of determining by the label alone the relative quality and worth of all food products and could purchase foods to suit their taste, or pocketbook, as the need may be.

(over)

At the present time only one food standard has been established by law and that is for butter which is required to contain 80% butterfat. If all other foods could be standardized and be required to be of fair and honest composition and informatively labeled, then the public would be protected from a lot of fraud in the food industry. Let me illustrate. When you buy ice cream, you may get a product containing as little as 4% butterfat and as much as 56% of air. If ice cream were standardized, say at 12 or 14% butterfat or even at 10%, and if a definite weight per gallon requirement was made, which would prevent the incorporation of excess air, then the purchaser would always receive an article containing at least the required amount of butterfat and with a minimum of incorporated air.

There is no provision in the Food and Drugs Act requiring the common name of foods, to be stated on the label, and neither is there a requirement that the ingredients be stated. Moreover, common foods and mixtures of foods are permitted to be labeled with distinctive or fanciful names instead of their common names which often mislead and deceive the public. For example, a so-called jam which contains only half as much fruit as it should contain would be misbranded if labeled a jam, but the same article may be legally sold under the present law if it is labeled with a fanciful name such as Bread Dressing. Wouldn't it be a perfectly splendid aid to buyers if there was a requirement that the common name of foods must be used on labels and that such foods must always comply with a fair standard and wouldn't it be advantageous to you if food labels were required to name ingredients?

The present Food and Drugs Act is defective, my radio friends, in that under its terms there is no way to prevent the very dangerous practice of including prizes in candy and candy packages. Such articles as coins, marbles, toys, jacks, tin whistles, trinkets and other metal objects, are packed in candy to attract the pennies of children. Now this constitutes a serious danger in that the little tots may swallow or aspirate these objects. I have in my office a considerable number of X-ray pictures of children who have swallowed or aspirated these trinkets. These X-ray pictures show the objects lodged in the throats and lungs of the unfortunate children. We secured these X-ray pictures from hospitals where the children had been taken by their mothers for treatment when such accidents occurred. This sort of thing happens often. It may happen to your child. It constitutes a real danger, my radio friends. It would be a very great protection to our children to be able to prevent the inclusion of metal objects in candy and candy packages but there is no authority in the present law to do so.

The present Federal Food and Drugs Act is defective in that while it prohibits the addition of poisons to foods, the law contains a qualifying phrase which limits the violation to those foods wherein the added poisons may render the foods injurious to health. There are some foods which contain natural poisons. Under the law there is no possibility of preventing the sale of these since the law prohibits added poisons only. Moreover, it is often very difficult and sometimes impossible to secure a conviction in a case based on added poisons in foods, this because the amount of poisons is small and it is difficult to show that the poison renders the food deleterious to health. The protection of the public health demands that these handicaps and limitations be removed. What is needed is authority to prevent distribution of naturally poisonous products for food use and to exclude poisons from foods, or when their presence is unavoidable, to limit such deleterious substances to quantities well within the limits of safety.

The present Food and Drugs Act is seriously defective in another way. It does not prohibit packaging of food in containers which because of their shape are fraudulent and deceptive. Moreover in many cases, packages of food you buy are far from being full. We have recently investigated this angle of manufacturers' deceit and we find many of the packages of spices that you buy are far from honest in that they actually contain only 60 or 70% of the quantity which the package would hold if it was filled full. The same is true of grated cheese. Card-board packages of grated cheese are often slack filled, some of them containing as little as 20% of the quantity that the package would hold if it was filled. Some packages of tea, many packages of macaroni products, and many other packaged foods are slack filled and are, therefore, deceptive because the packages appear to contain a larger quantity than they actually do contain. Sometimes the manufacturer uses packages with glassine windows in them. When such a package is slack filled, the small window accentuates the deception because the window seemingly lets the consumer see the contents of the packages. This is often a snare and delusion. Examining many of these packages, one finds that they are actually slack filled. They may be filled so that the contents entirely covers the small window, thus giving the impression that the package is full when it is not.

Then again there is another form of deceptive package, one with a false bottom. I have in mind a candy box recently encountered which is of a size to hold one pound. Careful examination of the package shows that it contains a well concealed false bottom occupying about one quarter of the cubic space of the box and other artificial structures in it to fill up space. This particular box of candy actually contained 6 ounces instead of a full pound of candy.

Let us look for another illustration in the packaged cheese trade. One manufacturer finding competition keen, decided to reduce the quantity of cheese in the package from the conventional 8 ounces to 6 ounces and this he did but instead of reducing the size of the box he placed a corrugated paste-board false bottom in the box. A competitor then went the first manufacturer one better, and reduced his weight to 4 ounces using two layers of false bottom. Then still another operator reduced his weight to 3 ounces. Did he decrease the size of the box? Oh, no. He added more false bottom to the 8 ounce size package. Now just imagine. You, Mrs. Consumer, purchase a box which apparently holds 8 ounces and you get a very thin layer of cheese on the top of the box and a lot of paper for your pains and your money.

There are many other forms of deceptive packages - those with inset bottoms and tops, those with sunken panels, those that are deceptively shaped. These are facts that I am telling the radio audience and the truth is there is no way for the Federal Government to prevent this sort of fraud under the present Food and Drugs Act.

The present Food and Drugs Act requires a statement of the quantity to appear on the label and if consumers would intelligently read labels and be guided by the statements of weight contained therein and not by the shape, size, or appearance of the package, and if consumers would deliberately refuse to buy food in packages which are deceptive, then this sort of cheat would be minimized.

(over)

However, what is needed here is for your Federal Government to have the means to prosecute for this sort of fraud and to break up the practice entirely.

There is another condition that needs correction too. There exist in a few factories manufacturing foods such insanitary conditions of manufacture as to result in dangerous pollution of the foods. Foods so contaminated often produce serious intestinal upsets and illnesses. Under the present law, there is no adequate means of control of these conditions since the Federal Government is not authorized to prescribe or exact sanitation in food plants.

All of the abuses I've been telling you about damage you as consumers and they damage the honest and ethical food, drug, and cosmetic manufacturers who represent the large majority.

Most manufacturers of food deal honestly with the public but there are, I am sorry to say, a considerable number of manufacturers who take advantage of the fact that there is no specific restraint or legal bar to the use of dishonest packages and the public pays and pays and pays. If this minority of chisellers were curbed, if labels on foods not only had to tell the truth but the whole truth, if the establishment of food standards was authorized and if distinctive or fanciful names were barred both from labels and advertising, then the housewife could shop wisely, buy knowingly, market discriminatingly, and shop economically. For then she would have by reference to the label itself the means of not only protecting herself against chicanery and fraud but also the means of making choice and wise selections just as if she was accompanied by an expert food advisor. She could exercise a real choice instead of just taking a chance. Consumers of this country have a right to demand such service from manufacturers as would be represented by honest packages and fully informative labels and consumers should be satisfied with nothing less.

I have been telling you now for five weeks of trade practices which are fraudulent. I have been telling you of poisonous products which are sold without restraint. I have been telling you facts, nothing but facts, illustrating some of the abuses our present national food and drug law does not control. Let me appeal to you in your own interest to inform yourselves thoroughly of the truth of this situation.

You may secure a complete set of copies of this full series of radio talks by addressing Mr. W. R. M. Wharton, 201 Varick Street, New York, N. Y., I will be with you again at this same hour next week when I will talk to you about fraudulent curative devices.

||||
||||

1.9
F732 R2

LIBRARY

SAFEGUARDING YOUR FOOD AND DRUG SUPPLY - NO. 6

(Fraudulent Medical Devices)

A radio talk by W. R. M. Wharton, Chief, Eastern District, Food and Drug Administration, broadcast by Station WEAJ, and associate NBC stations, Tuesday, December 19, 1933.

Good morning, my Radio Friends:

This is my last talk in a new series of six broadcasts. I am telling the radio audience many important facts concerning foods, drugs, cosmetics, and their labels, in order that the consumers of the nation may become intelligent label readers and therefore discriminating buyers.

The enforcement of the Federal food and drugs act has prevented and entirely eliminated many serious forms of misbranding and adulteration of foods and drugs and it has stood as a tower of strength in the protection of the welfare and the health of the American people. However, this law is not adequate in this age to protect the consuming people from new forms of abuse in the food, drugs and cosmetics trades which are dangerous to health and inimical to public welfare. It is important that consumers appreciate the limitations of the Federal food and drugs act, and, in this series of radio talks, I have been trying to point out these limitations specifically.

In my first talk, I summarized the limitations of the present food and drugs act. In my second, I discussed poisonous and fraudulent cosmetics and told the radio audience the names of the poisonous substances being used and the classes of cosmetics in which they occur. In my third talk, I discussed fraudulent, dangerous and worthless patent medicines. In the fourth, I pointed out that the Federal food and drugs act does not apply to advertising, and exposed some of the schemes of advertising which are being used to mislead and cheat the public. Last week I told you of many reprehensible practices in the food industries and pointed out why your Federal government is not able to stop these frauds. Today, I am going to talk about fraudulent devices sold for the cure of disease and for changing the appearance of the individual.

First let me say that the majority of manufacturers in the food, drug and cosmetic trades are honest and deal fairly with the public. In these trades, it is only the minority who covet, cheat and chisel. On the other hand, there are few of the many devices which are sold to the public for the cure of disease and to alter the appearance of individuals which have any merit at all. Most of them are practically worthless and through their sale, the public, because of false representations as to their values, is swindled of thousands of dollars annually. Some of these mechanical devices are inherently vicious, some are dangerous, and the use of others results in the shortening of life because the individual suffering from a serious condition delays rational treatment while using such worthless devices, sometimes until it is too late.

(over)

Let us see what the truth is about some of these devices and then you will know how little credence you can place on label and advertising statements designed to break down your sales resistance and cause you to transfer your money to the exploiter of this class of articles.

I recently investigated a device known as a roller. This is shaped much like a rolling pin and is covered with hard rubber having little cup-like protusions. According to the statements of the manufacturer of this product, you roll your back with this rolling pin and -- now mark me well -- you are promised relief from rheumatism, gout, lumbago, sciatica, neurasthenia and arteriosclerosis. Something is also said about its preventing hardening of the arteries and senile decay. Can you imagine anything more silly than all of these false statements? And yet, many people believe them and pay hard earned money for this worthless gadget.

There is another class of so-called curative devices known as dilators. These are held out as cures for piles and other similar conditions. The manufacturer of one such device claims that it will prevent appendicitis; will cure you of your ills and keep you in health; will correct faulty heart action and a lot of other bunk. Now, my radio friends, the pity of this is that many, many people employ these contraptions for conditions which ought to receive rational treatment; and I have no doubt that the substitution of this form of treatment for proper attention at the proper time is responsible for the development of some of the cases of rectal cancer which cause the death of more than 5,000 people in the United States every year.

Then, there are such contraptions as alleged curative electric belts which sell for \$20.00 each. They are worthless. Voltaic electric insoles and electric abdominal supporters, which are falsely claimed to be indispensable for kidney and liver trouble and many other conditions including chronic appendicitis, are other examples of worthless appliances. There is a long list of these fakes. Here are some more-- Fraudulent electric lung and chest protectors, sold to cure weak lungs; bust developers, that will not develop the bust; braces of various kinds, which are falsely represented as being valuable for stomach troubles, colitis, floating kidneys, ovarian diseases and the like. Then there are the fake breathing devices, one of which claims itself to be a cure for mouth-breathing, "which," say the lying manufacturers, "is the cause of many diseases and often an early grave." Another breathing device claims that its use will bring health, strength, vitality and beauty, promoting the power of resisting pulmonary diseases and a lot more bunk of the same nature.

Next, let us consider the so-called health lamps. Some of these are of value when needed, but they should always be used under the guidance of a physician. They may be dangerous otherwise. Many of these health lamps are out-and-out fakes. There is one called the Infra-Red Ray Lamp which is held out falsely as a quick relief for 42 named diseases running all the way from asthma to varicose veins, and anyway you may get all the infra-red ray you need, if you need any at all, from a flat iron or from your stove or radiator. But, my radio friends, the crowning, the most ridiculous, and the most outlandish and preposterous of all of the many fake devices which are being sold to the public today is the so-called stretching machine. There are a number of these on the market. This is a mechanical device in which you strap your head and feet and you either pull a

lever or turn a wheel and stitch. Manufacturers sell these outfits, I am told, for as much as \$80 to \$100. Listen to some of the claims that are made for the value of stretching in one of these torturous machines. The manufacturer says stretching in an eighty dollar machine corrects faulty circulation, strengthens the artery walls, builds strong, supple bodies that resist the attacks of disease; works marvelous changes in rheumatism, paralysis, curvature of the spine, hardening of the arteries, kidney trouble, deafness and the like. Another company putting out a similar machine is building a new theory of therapy around the use of this device. In an advertising booklet there is a lot of nonsense about tension therapy and all the statements tell you that it is necessary for you to use the stretching machine. Besides making the outlandish corrective claims, I would judge from the pictures given in the booklet, if you believe the manufacturers that you can achieve the body of a Venus or an Adonis and become a javelin thrower to boot, by using one of these stretching machines.

Now, my dear radio friends, isn't it a pity that such conditions as I have described to you can exist in this present day and enlightened age? But what I am telling you are facts. People are paying good money for such worse than worthless contraptions. Yes, and more than that. There are many, many people today buying lucky charms for the cure of disease.

There is nothing that your Federal government can do about fraudulent contraptions under the present food and drugs act. The present act does not apply to or regulate in any way devices sold for curative purposes or for the purpose of changing the appearance of the individual.

In this series of radio talks, I have been trying to give the homemakers of the United States facts concerning frauds and abuses in the food, drug, cosmetic and medical device fields which each homemaker should know for her own protection to escape being inveigled by the and importunities to buy dangerous or worthless or fraudulent articles. Let me help you to protect yourself by learning to be suspicious of articles for which the manufacturers make false, extravagant, outlandish, wild or fanciful claims of value? I want you to build up a resistance against being cheated and defrauded. I want you to read advertising statements and labels too with a sense of caution in your minds and possess enough knowledge to permit you to evaluate properly whether statements made are true or false; I want you to retain your sales resistance, for remember that is what I call the inherent, protective sense of the people; I want you to reject the products that are sold under false representations; I advise you to buy honest products, honestly advertised, and thus place a premium on the products of ethical manufacturers who treat you fairly.

You may secure copies of all six of my broadcasts of this present series by addressing W. R. M. Wharton, United States Department of Agriculture, 201 Varick Street, New York City. I hope that I may be able to again at some future time broadcast still another series of "How to Read the Label" talks. Won't you write me too whether you wish to have me continue these talks. It is up to you.

Good-bye, my radio friends.

111, 101st
111, 101st
111, 101st